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Appln. No. 09/811,724
Response dated July 13, 2006
Reply to Office Action of March 13, 2006

Attorney Docket No. 01145/LH

**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR
DISTRIBUTING ADVERTISEMENTS
TO A PLURALITY OF USERS BASED
UPON ADVERTISEMENT USER
ATTRIBUTES AND ADVERTISEMENT
PROVIDER ATTRIBUTES

Art Unit : 2143

Examiner : Alina A. Boutah

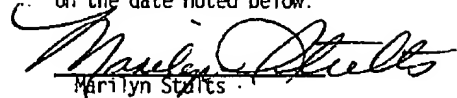
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Patents Office
on the date noted below.


Marilyn Spotts

Dated: July 13, 2006

In the event that this Paper
is late filed, and the
necessary petition for
extension of time is not filed
concurrently herewith, please
consider this as a Petition
for the requisite extension of
time, and to the extent not
tendered by check attached
hereto, authorization to
charge the extension fee to
Account No. 06-1378.

A M E N D M E N T

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

S I R :

This is responsive to the Office Action mailed March 13,
2006, the term for response to which is extended by one month by
Petition filed concurrently herewith to July 13, 2006.

Amendments to the Claims are reflected in the listing of claims
which begins on page 2 of this paper.

Remarks/Arguments begin on page 14 of this paper.